# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 13, 1997

**RJR Account #091800**
Mr. G. Burns
CAPITAL CANDY CO., INC.

**SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997**

Dear George:

*SALEM* .30¢ tear tape product has been ordered, as well as 11 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

| | |
|---|---|
| SKU CUBE: | **0.4890** |
| SKU WT (w/o Product): | **1.4480 lbs** |
| Retail Sales Offers per Sku: | **40 units** |
| Billing per Sku: | **4 Full Price Cartons** |

*R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level.* RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $28.00 (2 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

***THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.***

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enc. Retailer Letter
Retail Customer List

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

SALTAPE.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/xqym0000

JULY DELIVERY
SALEM TEAR TAPE
CAPITAL CANDY CO., INC.

# July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):
1 CARTON EACH:
SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)*

| UPC Code | SALEM BRAND STYLE | #/ (6M) Cases @ .30¢ Off |
|---|---|---|
| 12300-12039 | *Full Flavor* | 1 |
| 12300-12439 | *Light* | 1 |
| 12300-12239 | *Full Flavor 100* | 1 |
| 12300-12539 | *Light 100* | 1 |

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $1,438.48
Non-EFT $ Amount: $N/A

*R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.*



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Source: https://www.industrydocuments.ucsf.edu/docs/xqym0000

**AUGUST DELIVERY**
**SALEM TEAR TAPE**
CAPITAL CANDY CO., INC.

## August Drive Period 707 / Promotion #701147

**PROMOTION DESCRIPTION:** ***UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.***

| UPC Code | SALEM BRAND STYLE | #/ (6M) Cases @ .30¢ Off |
|---|---|---|
| 12300-12039 | *Full Flavor* | 1 |
| 12300-12439 | *Light* | 1 |
| 12300-12239 | *Full Flavor 100* | 1 |
| 12300-12539 | *Light 100* | 1 |

Product Arrival: August 4, 1997

***(No Displays will be shipped)***

Ship Date to Retail: **Week of:** August 18, 1997

EFT $ Amount: $1,438.48
Non-EFT $ Amount: $N/A

***R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.***

***AUGUST DELIVERY***

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## RETAIL CUSTOMER LIST

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| ACCT | FULL NAME | ADDRESS | CITY | ST | ZIP | VAP WHLSR | VAP WHLSR NAME | SUPP NO | Number of Cartons To be Shipped SALEM FF | LT | FF 100 | LT 100 | TOTAL NO. OF STORES (DISPLAYS) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 534821 | CADYVILLE GULF | ROUTES 3 & 374 | CADYVILLE | NY | 12918 | 91800 | CAPITAL CANDY CO INC | 17159 | 3 | 3 | 3 | 3 | 1 |
| 113857 | P E ST MARIE'S STORE | MAIN ST | NORTH TROY | VT | 5859 | 91800 | CAPITAL CANDY CO INC | 13032 | 3 | 3 | 3 | 3 | 1 |
| 195353 | CHAMPLAIN FARMS | RTE 78 | SWANTON | VT | 5488 | 91800 | CAPITAL CANDY CO INC | 0 | 4 | 4 | 4 | 4 | 1 |
| 558840 | EAST END QUICK STOP | RTE. 7 | GEORGIA | VT | 5454 | 91800 | CAPITAL CANDY CO INC | 0 | 2 | 2 | 2 | 2 | 1 |
| 584358 | WILSON'S COUNTRY STR | WEST MILTON ROAD | MILTON | VT | 5468 | 91800 | CAPITAL CANDY CO INC | 0 | 2 | 2 | 2 | 2 | 1 |
| 623973 | WAGON WHEEL PLAZA | RT 104 | ST ALBANS | VT | 5478 | 91800 | CAPITAL CANDY CO INC | 35049 | 2 | 2 | 2 | 2 | 1 |
| 636320 | M&R BEVERAGE | BOX 154 | HIGHGATE CENTER | VT | 5459 | 91800 | CAPITAL CANDY CO INC | 0 | 2 | 2 | 2 | 2 | 1 |
| 662806 | LAKE ROAD VARIETY | RT. 7 | MILTON | VT | 5468 | 91800 | CAPITAL CANDY CO INC | 35285 | 2 | 2 | 2 | 2 | 1 |
| 732992 | B&D MARKET | 132 IRISH SETTLEMENT RD | PLATTSBURGH | NY | 12901 | 91800 | CAPITAL CANDY CO INC | 0 | 4 | 4 | 4 | 4 | 1 |
| 760782 | MAYHEW'S CORNER STR. | 1 RIVER ST | RICHFORD | VT | 5476 | 91800 | CAPITAL CANDY CO INC | 11094 | 3 | 3 | 3 | 3 | 1 |
| 021824 | WILLY'S VARIETY | GAGE STREET | BENNINGTON | VT | 5201 | 91800 | CAPITAL CANDY CO INC | 0 | 3 | 3 | 3 | 3 | 1 |
| | | | | | | 91800 Total | | | 30 | 30 | 30 | 30 | 11 |



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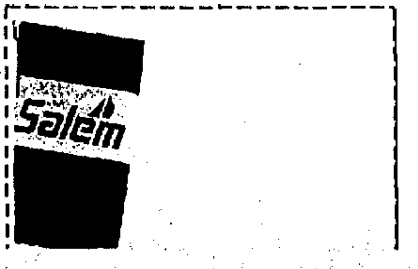
RJR TOBACCO




*To All RJR Retail Partners*

# *RETAILER LETTER*

## *SALEM .30¢ OFF / PACK*

## *$3.00 OFF / CARTON*

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

*ROU #1610*

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 091800
VOUCHER NUMBER: 15360639
DATE WRITTEN: 07/14/97.
STATUS: PAID
AMOUNT PAID: 28.00

CAPITAL CANDY CO INC
32 BURNHAM ST
BARRE , VT 5641

SEND CHECK TO: PAYEE

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| '97 VAP PK & SHP | 2.00 | 28.00 |

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/R. TANCHYK

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